

Corey Lane

New Order

Agency: Main Street Media Group
 Office: Alexandria
 Client: 41 - Ted Cruz for US Senate
 Product: 112 - Ted Cruz for US Senate
 Piggyback Product:
 Estimate: 1264 - TED CRUZ TV 10.23-11.6.12

Station: KXAS
 Order Type: Normal
 Cancel Date:
 Billing Cycle: Monthly
 Billing Calendar: Broadcast
 Received in ePort: 10/19/2012 3:41:11 PM

Flight Start: 10/23/2012
 Flight End: 11/06/2012
 Hiatus:

343258

Airtime Dollars: \$94,410.00
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$94,410.00
 Total Spots: 70

Primary Demo: A35+
 Demo 2:
 Demo 3:
 GRP: 192.40
 CPP: \$490.70
 GIMP: 0
 CPM: \$0.00
 Comments: Separation: 30

Local/National: National
 Rep Office: NBC Local Media (KXAS)
 AE: Corey Lane
 Phone:
 OrderID: 2337642
 Status: Forwarded

MarketShare:

Daily Airtime Lines

Tu WTh F S Su M Tu WTh F S Su M

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len															Total A35+				
						10/23	10/24	10/25	10/26	10/27	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 5:30A-6A NBC5 TODAY AT 5:30AM	RT	\$855.00	C	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1	11	2.00	\$427.50		
2	TuWThFM 6A-7A NBC5 TODAY AT 6AM	EM	\$1,425.00	C	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1	11	2.60	\$548.08		
3	TuWThFM 4P-5P NBC5 FIRST AT 4	EF	\$665.00	C	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1	11	2.30	\$289.13		
4	TuWThFM 5P-5:30P NBC5 NEWS AT 5PM	EN	\$950.00	C	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1	11	3.00	\$316.67		
5	TuWThFM 6P-6:30P NBC 5 NEWS AT 6PM	EN	\$1,150.00	C	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1	11	2.80	\$410.71		
6	TuWThFM 10P-10:35P NBC5 NEWS AT 10PM	LN	\$2,470.00	C	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1	11	3.10	\$796.77		
7	Sa 10P-10:30P NBC5 NEWS AT 10PM	LN	\$1,710.00	C	30	0	0	0	0	1	0	0	0	0	0	0	1	0	0	2	3.30	\$518.18		
8	Su 10:30P-11P NFL LATE NEWS-SUNDAY-NON-LOCAL	LF	\$3,325.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	6.00	\$554.17		
9	Su 10:30P-11P NFL LATE NEWS SUNDAY - LOCAL	LF	5700 \$5,000.00	C	30	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	6.00	\$833.33		

New Order (Page 2)

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Flight Start: 10/23/2012	Flight End: 11/06/2012	Received in ePort: 10/19/2012 3:41:11 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len															Total Spots	A35+			
						10/23	10/24	10/25	10/26	10/27	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5		Rtg	CPP	Imp	CPM
Total Spots:						6	6	6	6	1	1	6	6	6	6	6	1	1	6					
Total GRP:						15.8	15.8	15.8	15.8	3.3	6.0	15.8	15.8	15.8	15.8	15.8	3.3	6.0	15.8					

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	Th 11/6											Total Spots	A35+			
							Rtg	CPP	Imp	CPM											
1	TuWThFM 5:30A-6A NBC5 TODAY AT 5:30AM	RT	\$855.00	C	30	1											11	2.00	\$427.50		
2	TuWThFM 6A-7A NBC5 TODAY AT 6AM	EM	\$1,425.00	C	30	1											11	2.60	\$548.08		
3	TuWThFM 4P-5P NBC5 FIRST AT 4	EF	\$665.00	C	30	2	30 min seg										11	2.30	\$289.13		
4	TuWThFM 5P-5:30P NBC5 NEWS AT 5PM	EN	\$950.00	C	30	1											11	3.00	\$316.67		
5	TuWThFM 6P-6:30P NBC 5 NEWS AT 6PM	EN	\$1,150.00	C	30	1											11	2.80	\$410.71		
6	TuWThFM 10P-10:35P NBC5 NEWS AT 10PM	LN	\$2,470.00	C	30	1											11	3.10	\$796.77		
7	Sa 10P-10:30P NBC5 NEWS AT 10PM	LN	\$1,710.00	C	30	0											2	3.30	\$518.18		
8	Su 10:30P-11P NFL LATE NEWS-SUNDAY-NON-LOCAL	LF	\$3,325.00	C	30	0											1	6.00	\$554.17		
9	Su 10:30P-11P NFL LATE NEWS SUNDAY - LOCAL	LF	\$5,000.00	C	30	0											1	6.00	\$833.33		
Total Spots:						6															
Total GRP:						15.8															
Cash\$ - Spots: \$94,410.00 - 70 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$94,410.00 Total GRP - CPP: 192.4 - \$490.70 Total GIMP(000) - CPM: 0 - \$0.00																					

11/6 TO 17-9A Today Show
 2x @ 1425 CDR
 ↓ TO 11-1130a 1x @ 285 CDR
 10/29 Mon 1430-5a @ 70 LVR